

## Sponsorship Packages

### Single

Quarter-Page Program Ad,  
Electronic Message,  
PA Spot.  
\$4,750 Value  
Price: \$3,800

### Double

Game Day Sponsorship:  
Half-Page Program Ad,  
Electronic Message,  
PA Spot.  
\$7,250 Value  
Price: \$5,800

### Triple

Full-Page  
Program Ad,  
Outfield Billboard,  
PA Spot.  
\$15,000 Value  
Price: \$12,000

### Grand Slam

Game Day Sponsorship:  
Full-Page Program Ad,  
Scoreboard Panel,  
PA Spot.  
\$21,500 Value  
Price: \$17,000



## Goodyear Ballpark Group Rentals

Goodyear Ballpark Right Field Pavilion, Terrace Level and Luxury Suites outdoor patios offer your group exciting options for viewing the game or holding special gatherings, weddings, birthday parties, receptions or anniversaries.

### Right Field Pavilion

Capacity of 500 or less

### Terrace Level

Capacity of 75 or less

### Luxury Skybox

Capacity of up to 20 people per suite; four suites available

Let us make your next corporate function a Big League event. From on-the-field interactive activities such as games, batting practice and contests to indoor and outdoor meeting space. The state of the art venue is the perfect place for your unique corporate experience.

We can accommodate large or small corporate functions such as meetings, lectures, team building activities and much more.

Ovations Food Services will cater your special event to meet your specific needs.

*A Spring Training Sponsorship at Goodyear Ballpark and Recreational Sports Complex will reach a huge crowd and knock your marketing message out of the park!*

*Let us create a sponsorship package that fits you like a glove to maximize your advertising potential.*

*For more information, contact Stadium Manager Nathan Torres at 623-882-7644 or e-mail: [nathan.torres@goodyearaz.gov](mailto:nathan.torres@goodyearaz.gov)*

- Cactus League Spring Training attracts more than 1 million fans, creating an economic impact of approximately \$310 million.
- Median age is 47.
- Median income is \$82,160.
- Male to female ratio is 70/30.
- More than 15,000 programs are distributed at the sports complex each year.
- 20% of attendees are season ticket holders.
- Most fans attend three games each season.



# Spring Training Sponsorship





## Ballpark Signage Advertising Opportunities

### Scoreboard Panels *(size to be determined)*

Price: \$16,000 Annual Range

Quantity: 4

### Bullpen Billboard *(size to be determined)*

Price: \$12,000 Spring Range

Price: \$14,000 Annual Range

### Outfield Billboard (8' x 24')

Price: \$10,000 Spring Range

Price: \$12,000 Annual Range

Quantity: 12

### Down the Lines (2' x 16')

Price: \$6,000 Spring Range

Price: \$8,000 Annual Range

Quantity: 2

### Naming Areas *(ask about brand options)*

Terrace, Right Field Pavilion,

Interactive Family Zone

*Artwork must be  
provided by  
the sponsor.*



## Spring Training Program Advertising Opportunities

### Back Cover

Price: \$3,000 – Quantity: 1

### Inside Front Cover

Price: \$3,000 – Quantity: 1

### Inside Back Cover

Price: \$3,000 – Quantity: 1

### Center Spread

Price: \$3,000 – Quantity: 1

### Full Page

Price: \$2,500 – Quantity: Varies

### Half Page

Price: \$1,875 – Quantity: Varies

### Quarter Page

Price: \$1,200 – Quantity: Varies

*Artwork must be provided by the sponsor.*



## Game Day Advertising Opportunities

### Vehicle or 10' x 10' Display (Season)

Price: \$8,000

### Vehicle or 10' x 10' Display (3 games)

Price: \$1,800

### Table Display (Season)

Price: \$6,000

### Table Display (3 games)

Price: \$1,200

### Exit Coupons (3 games)

Price: \$1,200

### Flyers/Coupons at Guest Services

Price: \$500

### Scoreboard Electronic Message

Price: \$1,200

### Ticket Backs (per 100,000)

Price: \$3,500

### PA Spot (Season) *optional lucky fan giveaway*

Price: \$2,500

### Scoreboard Electronic Message

Price: \$1,000

### Game Day Sponsorship

Price: \$2,500

*Includes first-pitch, PA announcement,  
table display and 12 corporate tickets.*

